

**WHAT IS CLAIMED IS:**

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

- 1 1. A method for conducting a transaction, comprising:  
2 receiving information for a transaction;  
3 determining a pool of at least one possible supplemental product;  
4 scoring at least one supplemental product in said pool;  
5 selecting at least one supplemental product from said pool for said transaction;  
6 and  
7 providing an indication of said at least one supplemental product selected from  
8 said pool.
- 1 2. The method of claim 1, wherein selecting at least one supplemental product for  
2 said transaction includes selecting a plurality of possible supplemental products.
- 1 3. The method of claim 2, further comprising:  
2 scoring each supplemental product in said plurality of supplemental products.
- 1 4. The method of claim 3, wherein said scoring uses at least one of the following:  
2 scoring based on profit of one or more products;  
3 scoring based on preparation time of one or more products;  
4 scoring based on inventory level of one or more products;  
5 scoring based on popularity of one or more products for a specific user;  
6 scoring based on popularity of one or more products for a group of one or more  
7 users;  
8 scoring based on discount; and  
9 composite scoring.
- 1 5. The method of claim 3, wherein said selecting comprises choosing at least one  
2 supplemental product that has a score that at least equals a predetermined threshold.

- 1 6. The method of claim 2, wherein said selecting comprises choosing at least one  
2 of the following:  
3 an additional supplemental product;  
4 a replacement supplemental product; and  
5 an upgrade supplemental product.
- 1 7. The method of claim 1, further comprising at least one of the following:  
2 providing said at least one supplemental product; and  
3 arranging for said at least one supplemental product to be provided.
- 1 8. The method of claim 1, further comprising the following:  
2 establishing at least one predetermined scoring threshold.
- 1 9. The method of claim 1, further comprising at least one of the following:  
2 establishing at least one filter; and  
3 applying at least one filter.
- 1 10. The method of claim 1, further comprising at least one of the following:  
2 establishing at least one rule; and  
3 applying at least one rule.
- 1 11. The method of claim 1, further comprising at least one of the following:  
2 establishing at least one forced option; and  
3 applying at least one forced option.
- 1 12. The method of claim 1, further comprising at least one of the following:  
2 maintaining a transaction database;  
3 updating a transaction database;  
4 accessing a transaction database;  
5 populating a transaction database;  
6 maintaining a product database;

7 updating a product database;  
8 accessing a product database;  
9 populating a product database;  
10 maintaining a database of potential supplemental products;  
11 updating a database of potential supplemental products;  
12 accessing a database of potential supplemental products;  
13 populating a database of potential supplemental products;  
14 maintaining a user database;  
15 updating a user database;  
16 accessing a user database; and  
17 populating a user database.

1 13. The method of claim 1, further comprising at least one of the following:  
2 receiving an indication of an acceptance of an offer to purchase said selected at  
3 least one supplemental product; and  
4 receiving an indication of a rejection of an offer to purchase said selected at  
5 least one supplemental product.

1 14. The method of claim 1, wherein said scoring uses at least one of the following:  
2 a profit based scoring approach;  
3 a popularity based scoring approach;  
4 scoring based on preparation time of one or more products;  
5 scoring based on inventory level of one or more products;  
6 a discount based scoring approach; and  
7 a composite scoring approach.

1 15. The method of claim 1, wherein said determining a pool of at least one  
2 possible supplemental product further comprises:  
3 identifying at least one product category involved in said transaction;  
4 constructing at least one product group involved in said transaction;

5 determining at least one complementary product category; and  
6 selecting a pool of at least one supplemental product.

1 16. The method of claim 1, further comprising:  
2 determining an offer amount.

1 17. The method of claim 16, wherein said offer amount is based on a round-up  
2 amount.

1 18. The method of claim 16, wherein said determining an offer amount includes  
2 identifying a round-up amount.

1 19. The method of claim 16, wherein said offer amount is based on an amount of  
2 change due during said transaction.

1 20. The method of claim 1, wherein said determining a pool of at least one  
2 possible supplemental product further comprises:  
3 determining at least one possible replacement product; and  
4 selecting a pool of at least one supplemental product.

1 21. The method of claim 20, further comprising:  
2 determining an offer amount.

1 22. The method of claim 21, wherein said offer amount is based on an amount of  
2 change due during said transaction.

1 23. The method of claim 1, wherein said transaction information includes at least  
2 one of the following:  
3 a tender amount;  
4 an amount of change due;  
5 a round-up amount;  
6 a transaction subtotal amount;

7 a user identifier;  
8 a user device identifier;  
9 a payment identifier;  
10 a destination identifier;  
11 a location identifier;  
12 a point-of-sale terminal location identifier;  
13 an employee identifier;  
14 a transaction identifier;  
15 a product identifier;  
16 a retailer identifier;  
17 a point-of-sale terminal identifier;  
18 a retailer identifier;  
19 a time for said transaction;  
20 a date for said transaction;  
21 preference information for a user;  
22 credit history of a user;  
23 characteristics of a user;  
24 weather information;  
25 time of day information;  
26 day of week information;  
27 holiday information;  
28 competitor information;  
29 user demographic information;  
30 information regarding a user's brand loyalty;  
31 information regarding a user's brand indifference;  
32 an amount of change due a user as a result of said transaction;  
33 product quantity information;  
34 product inventory information; and  
35 a price for a product being purchased during said transaction.

1 24. The method of claim 1, further comprising:  
2 determining an offer amount for said at least one supplemental product selected  
3 from said pool.

1 25. The method of claim 24, wherein said indication includes an indication of said  
2 offer amount.

1 26. The method of claim 24, wherein said offer amount is based on an amount of  
2 change due during said transaction.

1 27. The method of claim 24, wherein said offer amount is based on a round-up  
2 amount.

1 28. The method of claim 1, wherein said selecting comprises at least one of the  
2 following:

- 3 applying at least one filter;  
4 applying at least one rule; and  
5 applying at least one forced option.

29. The method of claim 1, wherein said receiving information for a transaction is  
conducted by at least one of the following:

- a controller;  
a user device;  
a cashier;  
a point-of-sale terminal; and  
a retailer device.

1 30. The method of claim 1, wherein said information for a transaction is received  
2 from at least one of the following:

- 3 a controller;  
4 a user device;

5 a user;  
6 a point-of-sale terminal; and  
7 a retailer device.

*In re Wakefield.*

1 31. The method of claim 1, wherein said selecting at least one supplemental  
2 product for said transaction is conducted by at least one of the following:

3 a controller;  
4 a user device;  
5 a point-of-sale terminal; and  
6 a retailer device.

*Improper  
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not  
equivalent*

1 32. The method of claim 1, wherein said providing an indication of said at least  
2 one supplemental product is conducted by at least one of the following:

3 a controller;  
4 a user device;  
5 a cashier;  
6 a point-of-sale terminal; and  
7 a retailer device.

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1 33. The method of claim 1, wherein said indication of said at least one  
2 supplemental product is provided to at least one of the following:

3 a controller;  
4 a user device;  
5 a user;  
6 a point-of-sale terminal; and  
7 a retailer device.

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1 34. The method of claim 1, wherein said selecting comprises choosing a  
2 supplemental product that has a score higher than at least one other potential  
3 supplemental product.

- 1 35. The method of claim 1, wherein said selecting comprises choosing a  
2 supplemental product having a higher relative score than each of a plurality of  
3 potential supplemental products.
- 1 36. The method of claim 1, further comprising  
2 providing an indication of a second supplemental product selected from said  
3 pool.
- 1 37. The method of claim 1, wherein said indication includes an offer to sell said at  
2 least one supplemental product selected from said pool.
- 1 38. The method of claim 37, further comprising:  
2 receiving an indication of a rejection of said offer.
- 1 39. The method of claim 38, further comprising:  
2 providing an indication of an offer to sell a different supplemental product.
- 1 40. The method of claim 1, wherein said indication includes an offer to sell said at  
2 least one supplemental product selected from said pool for an offer amount during said  
3 transaction.
- 1 41. A method for conducting a transaction, comprising:  
2 receiving information for a transaction;  
3 selecting at least one supplemental product for said transaction;  
4 determining an offer amount for said at least one supplemental product; and  
5 providing an indication of said at least one supplemental product and said offer  
6 amount.
- 1 42. The method of claim 41, wherein said offer amount is based on at least one of  
2 the following:  
3 an amount of change due a user during said transaction;



4 a round-up amount;

5 a difference between a tender amount and a transaction total;

6 a cost for said at least one supplemental product; and

7 a fixed amount.

1 43. The method of claim 41, wherein said selecting is based, at least in part, on a  
2 score associated with a possible supplemental product.

1 44. The method of claim 41, further comprising:  
2 scoring at least one possible supplemental product.

1 45. The method of claim 41, wherein said selecting includes identifying at least  
2 one product category involved in said transaction.

1 46. The method of claim 45, wherein said selecting includes constructing at least  
2 one product group involved in said transaction.

1 47. The method of claim 46, wherein said selecting includes determining at least  
2 one complimentary product category.

1 48. The method of claim 41, wherein said selecting includes determining a pool of  
2 at least one supplemental product.

1 49. The method of claim 41, wherein said indication includes an offer to sell said  
2 at least one supplemental product at said offer amount.

1 50. A method for conducting a transaction, comprising:  
2 receiving information associated with a sale of a product;  
3 identifying a supplemental product based at least in part on said product;  
4 determining an offer amount for said supplemental product;  
5 providing an indication of an offer to sell said supplemental product at said  
6 offer amount; and

7 receiving an indication of an acceptance to purchase said supplemental product  
8 at said offer amount.

1 51. The method of claim 50, wherein said offer amount is based, at least in part, on  
2 at least one of an amount of change due or a round-up amount.

1 52. The method of claim 50, wherein said identifying includes determining at least  
2 one product category involved in the transaction.

1 53. The method of claim 50, wherein said identifying includes creating at least one  
2 product group involved in the transaction.

1 54. The method of claim 53, wherein said identifying includes determining at least  
2 one complimentary product category.

1 55. The method of claim 50, wherein said selecting includes determining a pool of  
2 at least one possible supplemental product.

1 56. The method of claim 50, further comprising:  
2 scoring at least one possible supplemental product.

1 57. A method for conducting a transaction, comprising:  
2 receiving information associated with a sale of a product, said information  
3 including a tender amount and a transaction total;  
4 identifying a supplemental product based at least in part on said product;  
5 providing an indication of an offer to sell said supplemental product at an offer  
6 amount; and  
7 receiving an indication of an acceptance to purchase said supplemental product  
8 at said offer amount.

1 58. The method of claim 57, wherein said offer amount comprises a difference  
2 between said tender amount and said transaction total.

- 1 59. The method of claim 57, wherein said identifying includes:  
2 scoring at least one possible supplemental product.
- 1 60. The method of claim 57, wherein said identifying includes selecting said  
2 supplemental product from a pool of at least one possible supplemental products.
- 1 61. A method for conducting a transaction, comprising:  
2 receiving information associated with a sale of a product, said information  
3 including a tender amount and a transaction total;  
4 selecting a supplemental product based at least in part on said product; and  
5 providing an indication of an offer to sell said supplemental product at an offer  
6 amount.
- 1 62. The method of claim 61, wherein said offer amount is based on at least one of  
2 the following:  
3 an amount of change due a user during said transaction;  
4 a round-up amount;  
5 a difference between said tender amount and said transaction total;  
6 a cost for said at least one supplemental product; and  
7 a fixed amount.
- 1 63. The method of claim 61, wherein said selecting includes identifying at least  
2 one product category associated with the transaction.
- 1 64. The method of claim 61, wherein said supplemental products is selected from a  
2 pool of possible supplemental products.
- 1 65. The method of claim 61, wherein said product is associated with at least one  
2 pre-defined product category.
- 1 66. The method of claim 65, wherein said supplemental product is a

2 complimentary product in said product category to said product.

1 67. The method of claim 61, further comprising:  
2 scoring at least one possible supplemental product.

1 68. The method of claim 61, wherein said selecting includes determining at least  
2 one complimentary product category.

1 69. The method of claim 61, wherein said selecting includes forming at least one  
2 product group involved in the transaction.

1 70. A method for conducting a transaction, comprising:  
2 processing a sale of a product;  
3 receiving a tender amount for said product;  
4 selecting a supplemental product based at least in part on said product and said  
5 tender amount; and  
6 providing an indication of an offer to sell said supplemental product at an offer  
7 amount.

1 71. The method of claim 70, wherein said offer amount is based on at least one of  
2 the following:  
3 an amount of change due a user during the transaction;  
4 a round-up amount;  
5 a difference between said tender amount and a transaction total;  
6 a cost for said at least one supplemental product; and  
7 a fixed amount.

1 72. The method of claim 70, wherein said selecting includes associating a score  
2 with said supplemental product.

1 73. The method of claim 70, further comprising:  
2 establishing a pool of at least one possible supplemental product.

- 1 74. The method of claim 70, further comprising:  
2 scoring at least one possible supplemental product.
- 1 75. A method for conducting a transaction, comprising:  
2 conducting a sale of a product;  
3 identifying a supplemental product based at least in part on said product and a  
4 score associated with said supplemental product;  
5 identifying an offer amount for said supplemental product;  
6 providing an indication of an offer to sell said supplemental product at said  
7 offer amount; and  
8 receiving an indication of an acceptance to purchase said supplemental product  
9 at said offer amount.
- 1 76. The method of claim 75, wherein said offer amount comprises a difference  
2 between a tender amount and a transaction total.
- 1 77. A system for conducting a transaction, comprising:  
2 a memory;  
3 a communication port; and  
4 a processor connected to said memory and said communication port, said  
5 processor being operative to:  
6 receive information for a transaction;  
7 determine a pool of at least one possible supplemental product;  
8 score at least one supplemental product in said pool;  
9 select at least one supplemental product from said pool for said  
10 transaction; and  
11 provide an indication of said at least one supplemental product selected  
12 from said pool.
- 1 78. A computer readable medium for use in a transaction system, the computer

2 readable medium storing a computer program comprising:  
3 computer readable means for obtaining information for a transaction;  
4 computer readable means for identifying a set of at least one supplemental  
5 product for said transaction;  
6 computer readable means for rating at least one supplemental product in said  
7 set;  
8 computer readable means for identifying at least one supplemental product  
9 from said set for said transaction;  
10 computer readable means for transmitting an indication of said at least one  
11 supplemental product selected from said pool.

1 79. An article of manufacture, comprising:  
2 a computer usable medium having a computer readable program means  
3 embodied therein for operating an information system, the computer readable program  
4 means in said article of manufacture operable to:  
5 receive information for a transaction;  
6 determine a pool of at least one possible supplemental product  
7 score at least one supplemental product in said pool;  
8 select at least one supplemental product from said pool for said  
9 transaction; and  
10 provide an indication of said at least one supplemental product selected  
11 from said pool.

1 80. An apparatus for conducting a transaction, comprising:  
2 means for obtaining information for a transaction;  
3 means for identifying a set of at least one supplemental product for said  
4 transaction;  
5 means for rating at least one supplemental product in said set;  
6 means for identifying at least one supplemental product from said set for said

7 transaction; and

8 means for transmitting an indication of said at least one supplemental product.

1 81. A system for conducting a transaction, comprising:

2 a memory;

3 a communication port; and

4 a processor connected to said memory and said communication port, said

5 processor being operative to:

6 receive information for a transaction;

7 select at least one supplemental product for said transaction;

8 determine an offer amount for said at least one supplemental product;

9 and

10 provide an indication of said at least one supplemental product and said

11 offer amount.

1 82. A computer readable medium for use in a transaction system, the computer

2 readable medium storing a computer program comprising:

3 computer readable means for obtaining information for a transaction;

4 computer readable means for identifying at least one supplemental product for

5 said transaction;

6 computer readable means for selecting an offer amount for said at least one

7 supplemental product; and

8 computer readable means for transmitting an indication of said at least one

9 supplemental product and said offer amount.

1 83. An article of manufacture, comprising:

2 a computer usable medium having a computer readable program means

3 embodied therein for operating an information system, the computer readable program

4 means in said article of manufacture operable to:

5 receive information for a transaction;

6 select at least one supplemental product for said transaction;  
7 determine an offer amount for said at least one supplemental product;  
8 and  
9 provide an indication of said at least one supplemental product and said  
10 offer amount.

1 84. An apparatus for conducting a transaction, comprising:  
2 means for obtaining information for a transaction;  
3 means for choosing at least one supplemental product for said transaction;  
4 means for identifying an offer amount for said at least one supplemental  
5 product; and  
6 means for transmitting an indication of said at least one supplemental product  
7 and said offer amount.

1 85. A system for conducting a transaction, comprising:  
2 a memory;  
3 a communication port; and  
4 a processor connected to said memory and said communication port, said  
5 processor being operative to:  
6 receive information associated with a sale of a product;  
7 select a supplemental product based at least in part on said product;  
8 determine an offer amount for said supplemental product; and  
9 provide an indication of said supplemental product and said offer amount.

1 86. A computer readable medium for use in a transaction system, the computer  
2 readable medium storing a computer program comprising:  
3 computer readable means for obtaining information associated with a sale of a  
4 product;  
5 computer readable means for choosing a supplemental product based at least in  
6 part on said product;



7 computer readable means for selecting an offer amount for said supplemental  
8 product; and  
9 computer readable means for transmitting an indication of said supplemental  
10 product and said offer amount.

1 87. An article of manufacture, comprising:  
2 a computer usable medium having a computer readable program means  
3 embodied therein for operating an information system, the computer readable program  
4 means in said article of manufacture operable to:  
5 receive information associated with a sale of a product;  
6 select a supplemental product based at least in part on said product;  
7 determine an offer amount for said supplemental product; and  
8 provide an indication of said supplemental product and said offer  
9 amount.

1 88. An apparatus for conducting a transaction, comprising:  
2 means for obtaining information associated with a sale of a product;  
3 means for choosing a supplemental product based at least in part on said  
4 product;  
5 means for selecting an offer amount for said supplemental product; and  
6 means for transmitting an indication of said supplemental product and said  
7 offer amount.

1 89. A system for conducting a transaction, comprising:  
2 a memory;  
3 a communication port; and  
4 a processor connected to said memory and said communication port, said  
5 processor being operative to:  
6 receive information associated with a sale of a product;  
7 identify a supplemental product based at least in part on said product;

8 determine an offer amount for said supplemental product;  
9 provide an indication of an offer to sell said supplemental product at  
10 said offer amount; and  
11 receive an indication of an acceptance to purchase said supplemental  
12 product at said offer amount.

1 90. A computer readable medium for use in a transaction system, the computer  
2 readable medium storing a computer program comprising:

3 computer readable means for obtaining information associated with a sale of a  
4 product;

5 computer readable means for choosing a supplemental product based at least in  
6 part on said product;

7 computer readable means for computing an offer amount for said supplemental  
8 product;

9 computer readable means for transmitting an indication of an offer to sell said  
10 supplemental product at said offer amount; and

11 computer readable means for obtaining an indication of an acceptance to  
12 purchase said supplemental product at said offer amount.

1 91. An article of manufacture, comprising:

2 a computer usable medium having a computer readable program means  
3 embodied therein for operating an information system, the computer readable program  
4 means in said article of manufacture operable to:

5 receive information associated with a sale of a product;

6 identify a supplemental product based at least in part on said product;

7 determine an offer amount for said supplemental product;

8 provide an indication of an offer to sell said supplemental product at  
9 said offer amount; and

10 receive an indication of an acceptance to purchase said supplemental

11 product at said offer amount.

1 92. An apparatus for conducting a transaction, comprising:  
2 means for obtaining information associated with a sale of a product;  
3 means for choosing a supplemental product based at least in part on said  
4 product;  
5 means for choosing an offer amount for said supplemental product;  
6 means for transmitting providing an indication of an offer to sell said  
7 supplemental product at said offer amount; and  
8 means for obtaining an indication of an acceptance to purchase said  
9 supplemental product at said offer amount.

1 93. A system for conducting a transaction, comprising:  
2 a memory;  
3 a communication port; and  
4 a processor connected to said memory and said communication port, said  
5 processor being operative to  
6 receive information associated with a sale of a product, said  
7 information including a tender amount and a transaction total;  
8 identify a supplemental product based at least in part on said product;  
9 provide an indication of an offer to sell said supplemental product at an  
10 offer amount; and  
11 receive an indication of an acceptance to purchase said supplemental  
12 product at said offer amount.

1 94. A computer readable medium for use in a transaction system, the computer  
2 readable medium storing a computer program comprising:  
3 computer readable means for obtaining information associated with a sale of a  
4 product, said information including a tender amount and a transaction total;  
5 computer readable means for choosing a supplemental product based at least in

6 part on said product;  
7 computer readable means for transmitting an indication of an offer to sell said  
8 supplemental product at an offer amount; and  
9 computer readable means for obtaining an indication of an acceptance to  
10 purchase said supplemental product at said offer amount.

1 95. An article of manufacture, comprising:  
2 a computer usable medium having a computer readable program means  
3 embodied therein for operating an information system, the computer readable program  
4 means in said article of manufacture operable to:

5 receive information associated with a sale of a product, said  
6 information including a tender amount and a transaction total;  
7 identify a supplemental product based at least in part on said product;  
8 provide an indication of an offer to sell said supplemental product at an  
9 offer amount; and  
10 receive an indication of an acceptance to purchase said supplemental  
11 product at said offer amount.

1 96. An apparatus for conducting a transaction, comprising:  
2 means for obtaining information associated with a sale of a product, said  
3 information including a tender amount and a transaction total;  
4 means for choosing a supplemental product based at least in part on said  
5 product;  
6 means for transmitting an indication of an offer to sell said supplemental  
7 product at an offer amount; and  
8 means for obtaining an indication of an acceptance to purchase said  
9 supplemental product at said offer amount.

1 97. A system for conducting a transaction, comprising:  
2 a memory;

3 a communication port; and  
4 a processor connected to said memory and said communication port, said  
5 processor being operative to:  
6 receive information associated with a sale of a product, said  
7 information including a tender amount and a transaction total;  
8 select a supplemental product based at least in part on said product; and  
9 provide an indication of an offer to sell said supplemental product at an  
10 offer amount.

1 98. A computer readable medium for use in a transaction system, the computer  
2 readable medium storing a computer program comprising:  
3 computer readable means for obtaining information associated with a sale of a  
4 product, said information including a tender amount and a transaction total;  
5 computer readable means for choosing a supplemental product based at least in  
6 part on said product; and  
7 computer readable means for transmitting an indication of an offer to sell said  
8 supplemental product at an offer amount.

1 99. An article of manufacture, comprising:  
2 a computer usable medium having a computer readable program means  
3 embodied therein for operating an information system, the computer readable program  
4 means in said article of manufacture operable to:  
5 receive information associated with a sale of a product, said  
6 information including a tender amount and a transaction total;  
7 select a supplemental product based at least in part on said product; and  
8 provide an indication of an offer to sell said supplemental product at an  
9 offer amount.

1 100. An apparatus for conducting a transaction, comprising:  
2 means for obtaining information associated with a sale of a product, said

3 information including a tender amount and a transaction total;  
4 means for choosing a supplemental product based at least in part on said  
5 product; and  
6 means for transmitting an indication of an offer to sell said supplemental  
7 product at an offer amount.

1 101. A system for conducting a transaction, comprising:  
2 a memory;  
3 a communication port; and  
4 a processor connected to said memory and said communication port, said  
5 processor being operative to:  
6 process a sale of a product;  
7 receive a tender amount for said product;  
8 select a supplemental product based at least in part on said product and  
9 said tender amount; and  
10 provide an indication of an offer to sell said supplemental product at an  
11 offer amount.

1 102. A computer readable medium for use in a transaction system, the computer  
2 readable medium storing a computer program comprising:  
3 computer readable means for transacting a sale of a product;  
4 computer readable means for determining a tender amount for said product;  
5 computer readable means for choosing a supplemental product based at least in  
6 part on said product and said tender amount; and  
7 computer readable means for transmitting an indication of an offer to sell said  
8 supplemental product at an offer amount.

1 103. An article of manufacture, comprising:  
2 a computer usable medium having a computer readable program means  
3 embodied therein for operating an information system, the computer readable program

4 means in said article of manufacture operable to:  
5 process a sale of a product;  
6 receive a tender amount for said product;  
7 select a supplemental product based at least in part on said product and  
8 said tender amount; and  
9 provide an indication of an offer to sell said supplemental product at an  
10 offer amount.

1 104. An apparatus for conducting a transaction, comprising:  
2 means for transacting a sale of a product;  
3 means for determining a tender amount for said product;  
4 means for choosing a supplemental product based at least in part on said  
5 product and said tender amount; and  
6 means for transmitting an indication of an offer to sell said supplemental  
7 product at an offer amount.

1 105. A system for conducting a transaction, comprising:  
2 a memory;  
3 a communication port; and  
4 a processor connected to said memory and said communication port, said  
5 processor being operative to:  
6 conduct a sale of a product;  
7 identify a supplemental product based at least in part on said product  
8 and a score associated with said supplemental product;  
9 identify an offer amount for said supplemental product;  
10 provide an indication of an offer to sell said supplemental product at  
11 said offer amount; and  
12 receive an indication of an acceptance to purchase said supplemental  
13 product at said offer amount.

1 106. A computer readable medium for use in a transaction system, the computer  
2 readable medium storing a computer program comprising:  
3 computer readable means for carrying out a sale of a product;  
4 computer readable means for choosing a supplemental product based at least in  
5 part on said product and a score associated with said supplemental product;  
6 computer readable means for choosing an offer amount for said supplemental  
7 product;  
8 computer readable means for transmitting an indication of an offer to sell said  
9 supplemental product at said offer amount; and  
10 computer readable means for obtaining an indication of an acceptance to  
11 purchase said supplemental product at said offer amount.

1 107. An article of manufacture, comprising:  
2 a computer usable medium having a computer readable program means  
3 embodied therein for operating an information system, the computer readable program  
4 means in said article of manufacture operable to:  
5 conduct a sale of a product;  
6 identify a supplemental product based at least in part on said product  
7 and a score associated with said supplemental product;  
8 identify an offer amount for said supplemental product;  
9 provide an indication of an offer to sell said supplemental product at  
10 said offer amount; and  
11 receive an indication of an acceptance to purchase said supplemental  
12 product at said offer amount.

1 108. An apparatus for conducting a transaction, comprising:  
2 means for carrying out a sale of a product;  
3 means for choosing a supplemental product based at least in part on said  
4 product and a score associated with said supplemental product;



5 means for choosing an offer amount for said supplemental product;  
6 means for transmitting an indication of an offer to sell said supplemental  
7 product at said offer amount; and  
8 means for obtaining an indication of an acceptance to purchase said  
9 supplemental product at said offer amount.

1 109. A data processing method, comprising:  
2 providing an offer to sell a supplemental product for an offer amount during a  
3 transaction, said supplemental product being chosen from a group of at least one  
4 scored potential supplemental product.

1 110. A data processing method, comprising:  
2 transmitting data representative of an offer to sell a supplemental product for  
3 an offer amount, said supplemental product being one of a pool of at least one  
4 supplemental product identified for a transaction.

1 111. A data processing method, comprising:  
2 offering, during a transaction, to sell a supplemental product having an  
3 associated offer amount, wherein said supplemental product has been selected from a  
4 pool of at least one supplemental product identified during said transaction.

1 112. A method for conducting a transaction, comprising:  
2 transmitting an offer to sell a supplemental product associated with a  
3 transaction, for an offer amount, wherein said supplemental product is scored and has  
4 a score higher than at least one other possible supplemental product.